



Joe Woolworth



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Profile

I am a creative and detail-oriented designer specializing in graphic design for web and print, identity and logo creation, and brand management. I also create web sites using best practices in CMS (content management systems), SEO (search engine optimization), SEM (search engine marketing such as Google AdWords), and social media marketing. I am experienced in live video production, video editing, and motion graphics. I am also an avid blogger.

Education & Credentials

North Central University, Minneapolis, MN --- Bachelors of Arts. 2003

Skills

WEB- Code sites with XHTML, CSS, PHP, MySQL, and XML standards. I am an expert in Wordpress as content management, Zencart shopping carts, forums, Facebook API, Twitter API, and customizing scripts for complex solutions. I utilize Google Analytics to monitor and improve marketing strategies and I am currently [certified by Google Analytics \(IQ\)](#).

GRAPHIC DESIGN- Specialize in identity and brand management for small businesses and non-profits. I design creative print materials, including large format, in vector format.

VIDEO - I take videos from storyboard to completion using industry leading equipment. I understand best practices in lighting, camera work, mixing, and sound. I edit video in linear and nonlinear systems and specialize in compression for multiple formats.

LIVEVIDEO & SOUND- Intimate knowledge of live video and best practices in lighting and keying for live media. Experienced on pro-audio gear, mixers, effects processors, crossovers, and DMX lighting controllers and fixtures.

Software

I currently work with the following programs in Mac and Windows environments:

- Adobe Creative Suite Master Collection CS5

Photoshop CS5, Illustrator CS5, Dreamweaver CS5, Premiere CS5, After Effects CS5, Media Encoder CS5, OnLocation CS5, Flash CS5, InDesign CS5

- Microsoft Office Suite

- iWork

Experience

FOUNDER, LEAD DESIGNER, RELEVANT MEDIA SOLUTIONS; - 2007-PRESENT

Take projects from concept to completion, balance multiple projects and deadlines, work with clients until project is market ready, design all types of print and promotional materials, code and design web sites, social media marketing, manage online presence and maintenance, consult on marketing and brand management techniques.

MEDIA & TECHNICAL DIRECTOR, CHURCH OF THE CROSSROADS, CORINTH, MS 2007-2010

Mentor media team for video, lights, sound, and graphic design. Design & print all print material. Maintain web site and general brand management. I also lead the youth, college, and 25-35 year old departments. Manage multiple ministry budgets. Engineered live video system, 4 camera video switcher with key, and DMX LED lighting system. Organization is an interdenominational church of 1,000-1,500 people.

YOUTH PASTOR, CALVARY HARVEST CHURCH, GURNEE, IL 2003-2007

Led youth ministry & interns and did graphic design. Planned and executed ministry events. Coordinated installation of new sound system during construction of new facility. Also led college aged ministry. Trained volunteers. Led song service.

Online portfolio at <http://relevantmediasolutions.com> or <http://joewoolworth.com/category/portfolio>